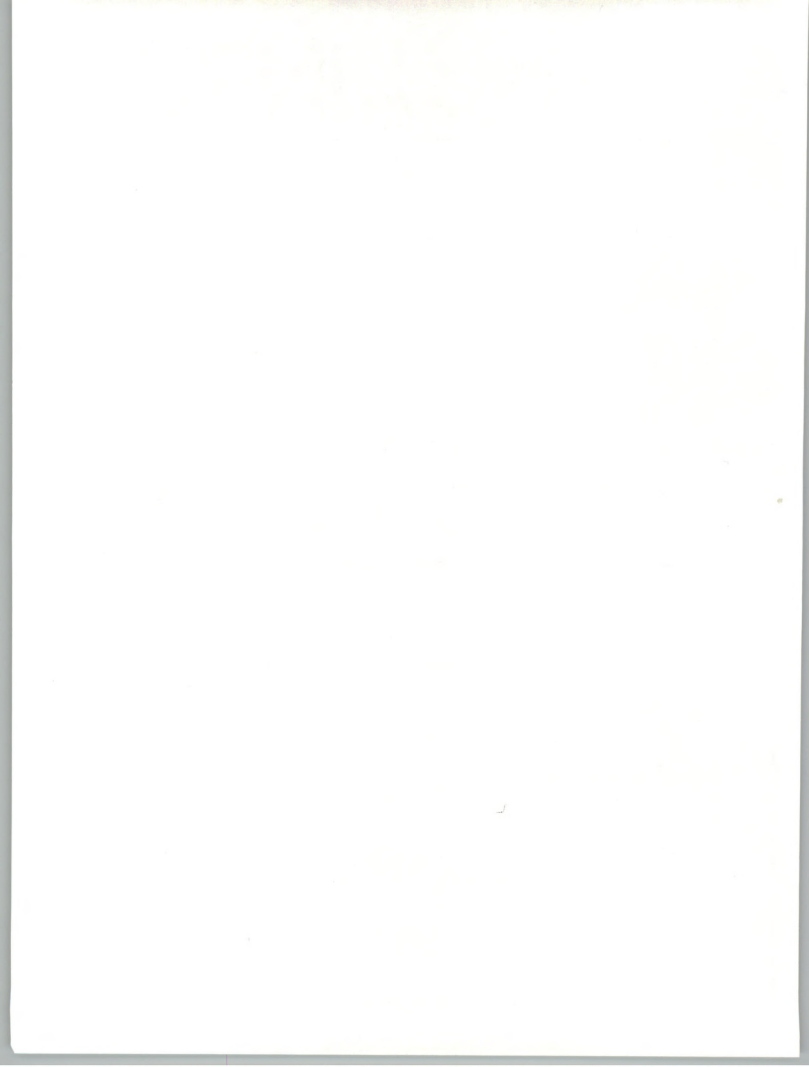


# INPUT<sup>®</sup>

Software Product Program





## CLIENT SUPPORT

### Access to INPUT Consultants

Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

### "Hotline" Inquiry Service

The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

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## PROGRAM DESCRIPTION

### MARKET ANALYSIS REPORTS

- Applications Software Products and Turnkey Systems
- System Software Products

### ISSUE STUDIES

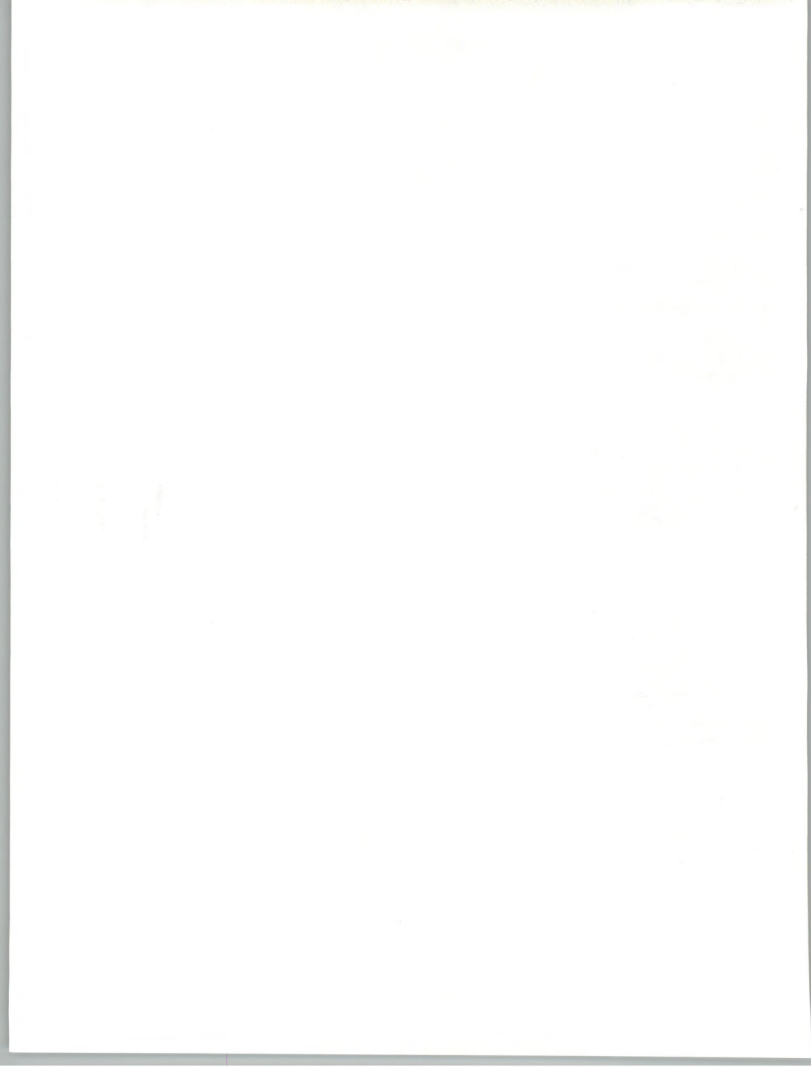
- Application Solutions Buying Process
- Computer-Assisted Software Engineering (CASE)
- Personal Computer Software Products Market
- UNIX and UNIX-related Product Markets
- Federal Software Products and Related Services Market
- SAA—Impact on the Industry

### VENDOR PROFILES

- Software Vendors
  - Application Software Products
  - System Software Products

### CLIENT SUPPORT

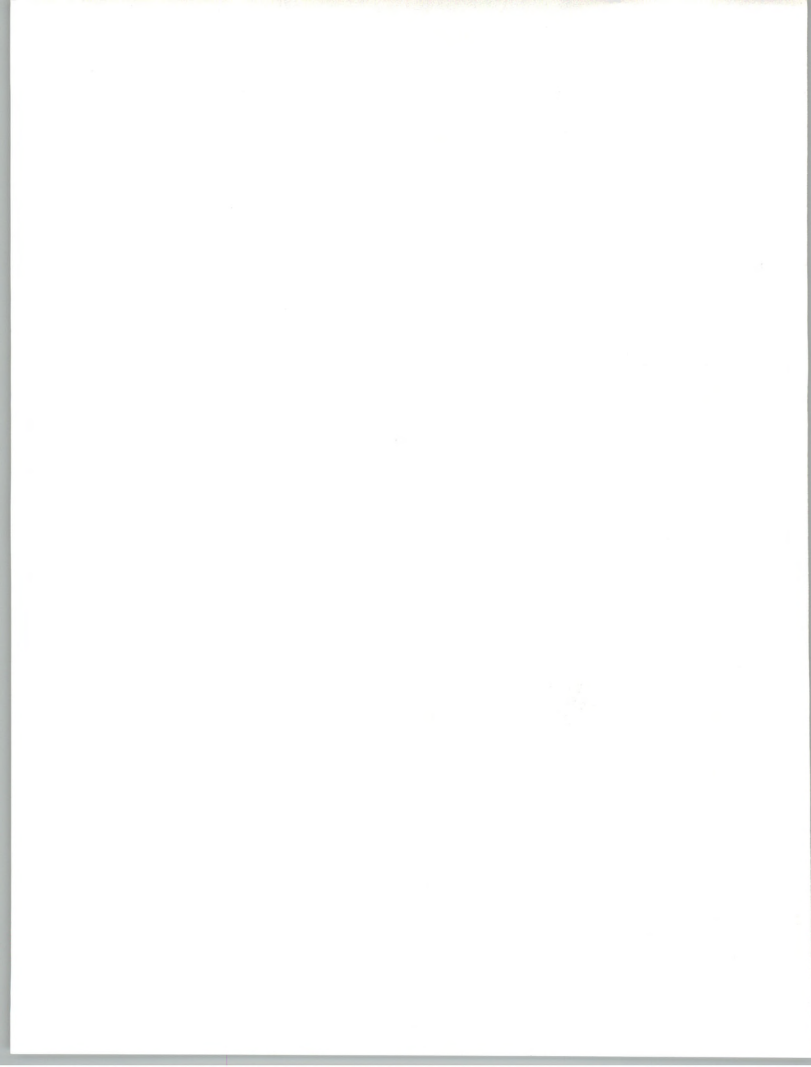
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- On-Site Visit
- Client Conference



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Software Product Program





# About INPUT

INPUT provides planning information, analysis, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions.

Continuous-information advisory services, proprietary research/consulting, merger/acquisition assistance, and multiclient studies are provided to users and vendors of information systems and services (software, processing services, turnkey systems, systems integration, professional services, communications, systems/software maintenance and support).

Many of INPUT's professional staff members have more than 20 years' experience in their areas of specialization. Most have held senior management positions in operations, marketing, or planning. This expertise enables INPUT to supply practical solutions to complex business problems.

Formed as a privately held corporation in 1974, INPUT has become a leading international research and consulting firm. Clients include more than 100 of the world's largest and most technically advanced companies.

## INPUT OFFICES

### North America

#### Headquarters

1280 Villa Street  
Mountain View, CA 94041-1194  
(415) 961-3300  
Telex 171407 Fax (415) 961-3966

#### New York

280 North Central Avenue, Suite 303  
Hartsdale, NY 10530-1894  
(914) 682-8880 Fax (914) 682-8479

959 Route 46 East, Suite 201  
Parsippany, NJ 07054  
(201) 299-6999  
Telex 134630 Fax (201) 263-8341

#### Washington, D.C.

8298 Old Courthouse Road  
Vienna, VA 22182  
(703) 847-6870 Fax (703) 847-6872

### International

#### Europe

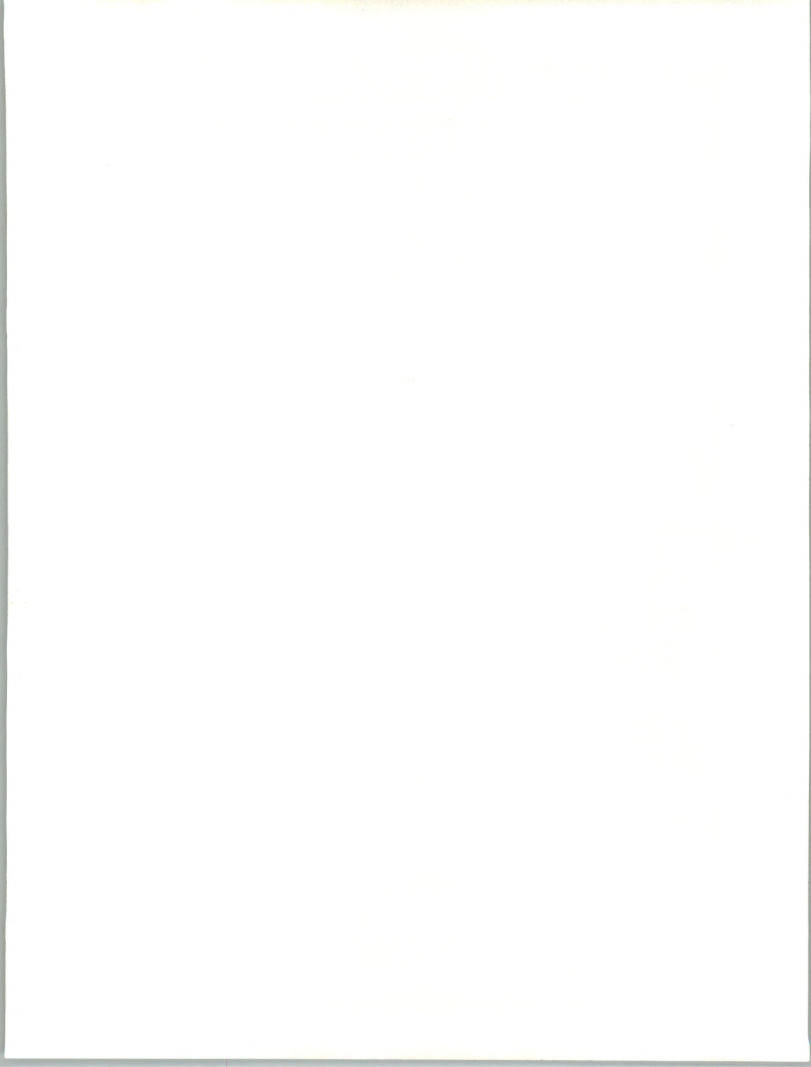
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33/37 Regent Street  
London SW1Y 4NF, England  
(01) 493-9335  
Telex 27113 Fax (01) 629-0179

#### Paris

29 rue de Leningrad  
75008 Paris, France  
(16) 44-80-48-43  
Fax (16) 44-80-40-23

#### Japan

FKI, Future Knowledge Institute  
Saida Building,  
4-6, Kanda Sakuma-cho  
Chiyoda-ku,  
Tokyo 101, Japan  
(03) 864-4026 Fax (03) 864-4114





## SOFTWARE OPPORTUNITY

## VENDOR PROFILES

- General information (company name, address, telephone, chief executive's name, public/private, employees, revenues)
- Summary of company origin, merger/acquisition history, events impacting company growth
- Financial data, when available
- Revenue distribution by delivery mode
- Employee and organization data
- Key products and services
- Industry and geographic markets served

Each report contains market forecasts for 1989-1994, overall and by market component. Where appropriate, industry sector and cross-industry market forecasts are included with corresponding trend analysis. Market forces, trends, and issues are analyzed.

**System Software Products** - Markets are forecast by target platform. Pricing, distribution, and marketing issues are analyzed.

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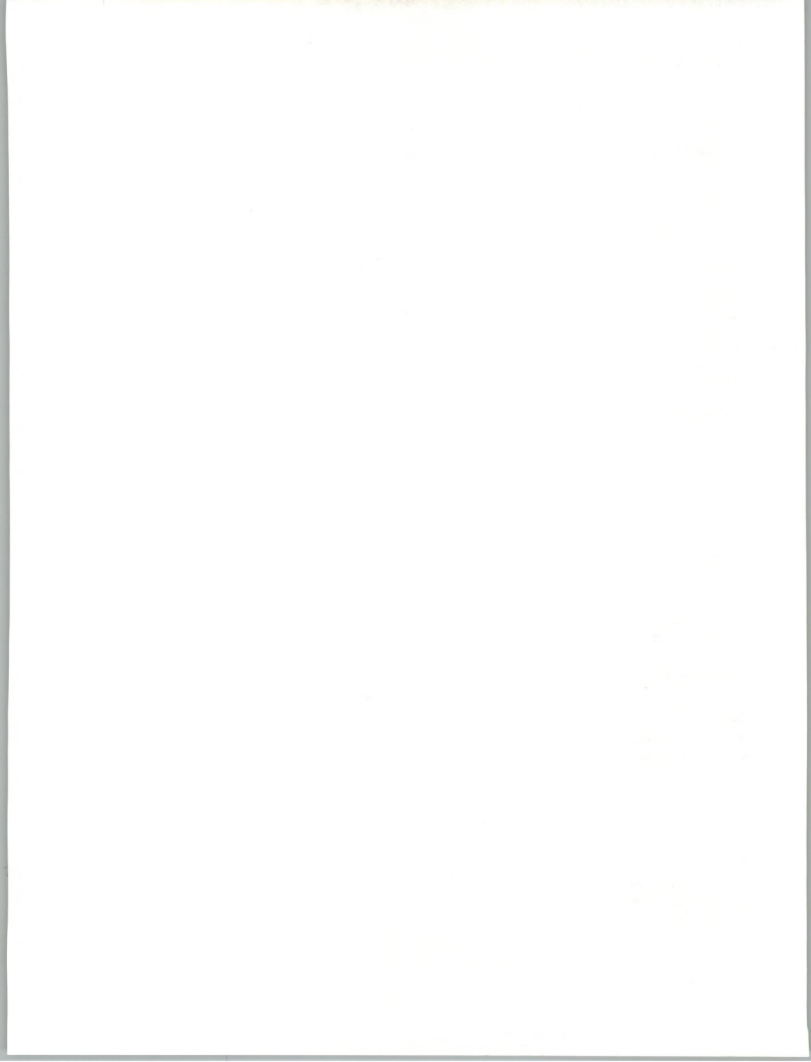
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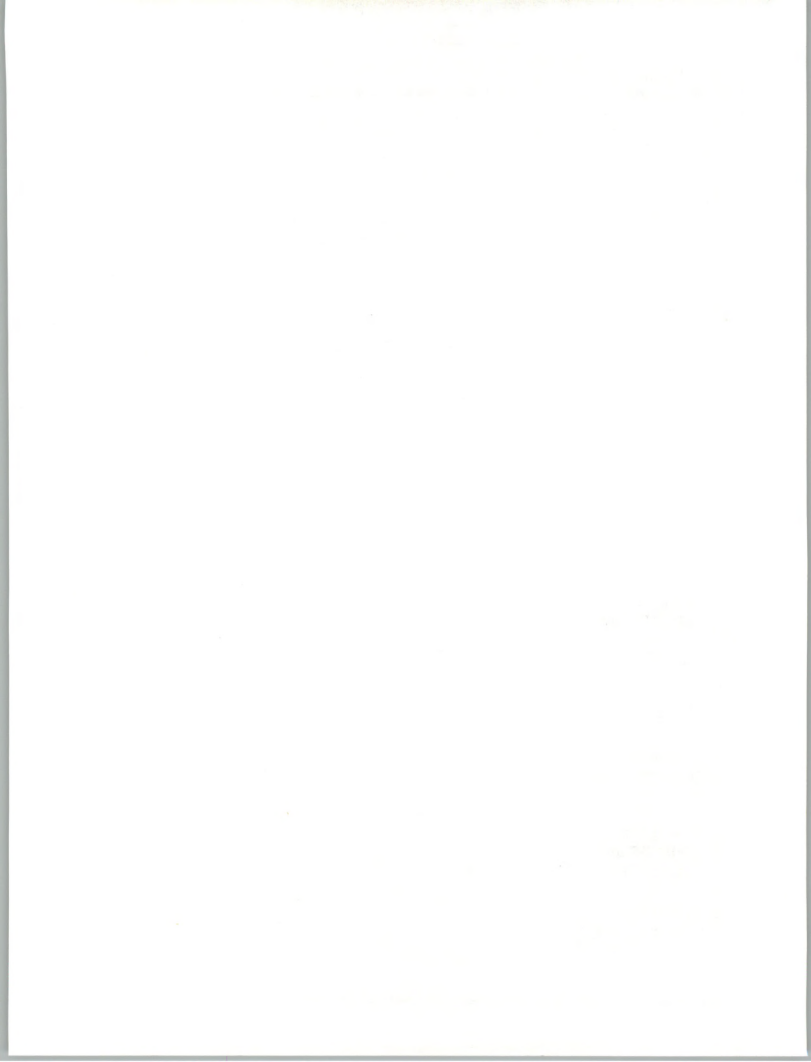
Piccadilly House  
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**Yes!**

Please enter  
my order as  
described:

- ☐ Subscription to INPUT's Software Product Program at the fee of \$9,500.

**TERM OF SUBSCRIPTION**

The initial term of this subscription will be for twelve (12) consecutive months beginning \_\_\_\_\_. The subscription will automatically renew for each succeeding year unless INPUT receives written notice sixty (60) days prior to the start of each renewal period. The fees for INPUT services defined in this Agreement and its attachments will be invoiced each year at INPUT fees then in effect, due and payable on or before the start of the program subscription period.

**TERMS OF PAYMENT**

Payment in full is due within 30 days of invoice date.

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☐ Bill my company on purchase order number \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.

*California clients: Please add applicable sales tax on 25% of purchase price. Travel expenses for on-site presentations are additional and will be billed separately.*

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The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT. INPUT exercises its best efforts in preparation of the information provided under this Agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided. INPUT reserves the right to change or modify the content of the program in response to changing client requirements.

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Mountain View  
CA 94041  
(415) 961-3300  
Telex 171407  
Fax (415) 961-3966

**Authorized By:**

Organization \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_

Signature \_\_\_\_\_

**Accepted By INPUT:**

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

SPP- 5/89

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SENT BY: INPUT NEW JERSEY : 4- 3-89 9:21AM ; 2012638341- 4159603966;# 1

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FAX No. (201) 263-3341

FAX TRANSMITTAL FORM

COVER SHEET - Page 1

DESTINATION: INPUT Mountain View

FAX NUMBER: \_\_\_\_\_

ATTENTION: Andrea Jeris

Telephone Number/Location \_\_\_\_\_

FROM: Carol Cefola

DATE: 4/3/89

PAGES: 1 of 5

TYPE: CONFIDENTIAL CORRESPONDENCE YES \_\_\_\_\_ NO \_\_\_\_\_

URGENT YES \_\_\_\_\_ NO \_\_\_\_\_

CHARGE CODE: \_\_\_\_\_

COMMENTS:

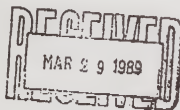
Sorry for the mess on this brochure, but I need to see another draft, since I'm not sure how/if this will fit. Please call if you have any questions or can't read any of the changes. Thanks.





Catrol

# INPUT



*Handwritten:* This is a software product - if we want to do another on performed service - that is separate program

## PRODUCT Research Service

*Handwritten:* (1) no choice!  
 There is a fixed program!  
 (2) put in standard column format

PROPERTY	DESCRIPTION	REMARKS
BENEFITS		

*Handwritten:* ORDER SERVICE



## PRODUCT Software Research Service

### SOFTWARE OPPORTUNITY

The Software is the fastest-growing market in the information services industry. It poses some of the most challenging planning questions to corporate information systems management, and it offers one of the biggest revenue opportunities for software vendors in this decade. Now, if you need market research or advisory services on any kind of software, you can come to a single source to get it INPUT

### SOFTWARE RESEARCH SERVICE AVAILABLE NOW

INPUT has developed a flexible advisory service for companies that need to forecast software requirements, analyze competition, and address the challenges of the fast-changing software marketplace. The Software Research Service allows you to choose the specific reports and services that will help you answer the software questions crucial to your business success.

The full service includes client support services, your choice of six reports from a set of reports that analyze vendor, user, and customer service and also on the key software

### MARKET ANALYSIS REPORTS

Each report contains market forecasts for 1989-1994, overall and by market component. Where appropriate industry sector and cross-industry market forecasts are included with corresponding trend analysis. Leading vendors are profiled and market shares presented. Market forces, trends, and issues are analyzed.

① Applications Software Products and Turnkey Systems - Markets are forecast by target platform. Lease/purchase, maintenance, support, and pricing issues are analyzed.

② System Software Products - Markets are forecast by target platform. Pricing, distribution, and marketing issues are analyzed.

Professional Services - Industry issues, such as the impact of systems integration and trends in contracting methods, are examined.

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⑦ SAA—Impact on the Industry - Examines the progress of the SAA development efforts and provides insight into the potential challenges/successes and expectations.

⑧ Data Base Systems Developments - Experiences with, and plans for, the use of relational and distributed DBMS are evaluated in terms of applications use, functions affected, organizational units using them, and results of their use.

⑨ Federal Software Products and Related Services Market - Forecasts software products and related services market. Analyzes the impact of the emphasis OME is placing on software products, as well as government-wide trends in software certification.



# INPUT

- (E) **Software Maintenance and Support**  
Examines vendor strategies for pricing and delivery; forecasts trends in this fast-changing market.

~~management), and additional data.~~

- (F) **Key Application Software Opportunities in Western Europe** - This report examines the areas of key growth and profit potential, looks at the marketing strategies adopted by both equipment manufacturers and independent vendors, and provides insights into user attitudes, needs, and requirements.

- (G) **Fifth-Generation Software Engineering in Western Europe** - This report examines the key opportunities in the areas of advanced languages, data base systems and in the overall development environment. The dynamics and evolutionary trends in the competitive environment, together with analyses of leading products and vendors, are examined.

**EDI Software Analysis, 1988-1993** - Evaluates the directions and prospects of EDI software providers. User needs, market alliances, and directions toward integration with cash, manufacturing, inventory, and transportation management software are discussed. Forecasts are provided.

**EDI Software Company Profiles - Update** - Describes the functionality of specific EDI products, including those supporting purchasing/logistics, insurance, and other applications. Market share information bases on revenues and numbers of customers, competitive positions, and wins and losses are reported.

## VENDOR PROFILES

Profiles of key public and private software vendors include:

- General information (company name, address, telephone, chief executive's name, public/private, employees, revenues)
- Summary of company origin, merger/acquisition history, events impacting company growth
- Financial data, when available

- Revenue distribution by delivery mode
- Employee and organization data
- Key products and services
- Industry markets served
- Geographic markets served

## CLIENT SUPPORT SERVICES

The client support provisions of the INPUT Software Research Service include the following services:

### Hotline Inquiry Service

Up to 40 hours of "Hotline" Inquiry Service that provides fulfillment of short-term research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

### Access to INPUT Consultants

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- Applications Software Products and Nonkey Systems
- System Software Products
- Personal Computer Software Products Market
- ~~UNIX and UNIX related product markets~~
- Federal Software Products and Related Services Market

### ISSUE STUDIES

- Application Solutions Buying Process
- ~~UNIX and UNIX related Product Products~~
- Computer Assisted Systems Engineering (CASE)
- SAA - Impact on the Industry
- Data Base Systems Development
- Software Maintenance and Support
- Key Application Software Opportunities in Western Europe
- Fifth Generation Software Engineering in Western Europe

### VENDOR PROFILES

- SOFTWARE VENDORS
  - Application Software Products
  - System Software Products

### CLIENT SUPPORT

- ACCESS TO INPUT CONSULTANTS
- "HOTLINE" INQUIRY SERVICE
- ON SITE VISIT
- CLIENT CONFERENCE





FAX COVER SHEET

TO: ANDREA JERKS

LOCATION -

FROM: CAROL CAFOVA

INPUT HARTSDALE

DATE: 4/17/89

NUMBER OF PAGES: 1 OF 4

CONFIDENTIAL: YES \_\_\_ NO \_\_\_

URGENT: YES \_\_\_ NO \_\_\_

DESCRIPTION:

*Andrea,*  
Eliminated some items so that it  
will all fit in specified  
columns, THX.

C. C.





RCV BY: XEROX TELECOPIER 7010 ; 4-17-89 10:19AM ;  
APR-17-89 MON 12:20 .

9146828479

4159803966;# 2  
P. 02

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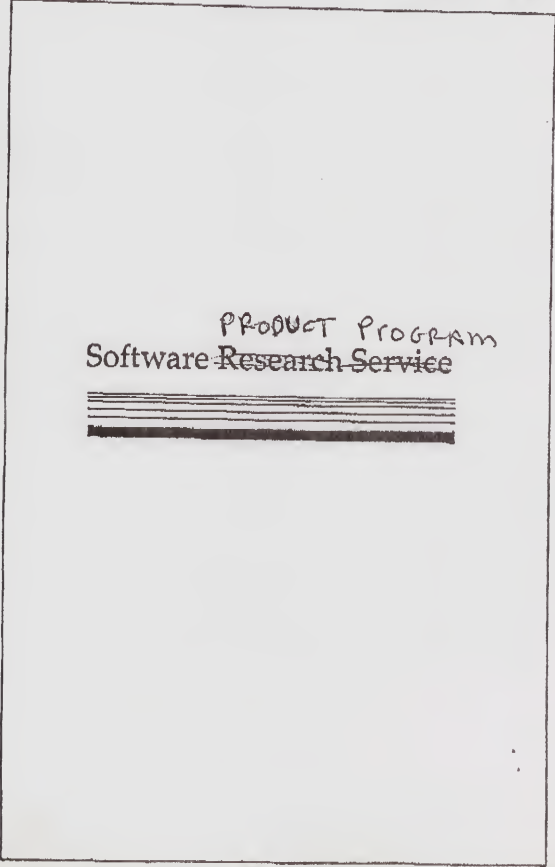
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PRODUCT PROGRAM  
Software Research Service



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=====

# Software Product Service Program

## SOFTWARE OPPORTUNITY

The software product market is the fastest-growing market in the information services industry. It poses some of the most challenging planning questions to corporate information systems management, and it offers one of the biggest revenue opportunities for software vendors in this decade. *The Software Product Program*

*IBM* has developed a flexible advisory service for companies that need to forecast software requirements, analyze competition, and address the challenges of the fast-changing software marketplace.

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- Industry markets served and *Geographic markets served*

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**Software Maintenance and Support** - Examines vendor strategies for pricing and delivery; forecasts trends in this fast-changing market.



APR -17-89 MON 12:51

P. 03

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; 4-13-89 11:59AM ;

4159603966+

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### VENDOR PROFILES

- Software Vendors
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### CLIENT SUPPORT

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COVER SHEET - Page 1

DESTINATION: INPUT Mountain View

FAX NUMBER: \_\_\_\_\_

ATTENTION: Andres

Telephone Number/Location \_\_\_\_\_

FROM: Carol Cefola

DATE: 3/16/89

PAGES: 1 of 6

TYPE: CONFIDENTIAL CORRESPONDENCE YES \_\_\_\_\_ NO \_\_\_\_\_

URGENT YES xxx NO \_\_\_\_\_

CHARGE CODE: \_\_\_\_\_

COMMENTS:

Draft of Software brochure



# INPUT

## RESEARCH SOFTWARE PROGRAM SERVICE

### SOFTWARE OPPORTUNITY

Software <sup>is</sup> ~~makes up~~ the fastest growing market in <sup>the</sup> information services. It poses some of the most challenging planning questions to corporate information systems management and it offers one of the biggest revenue opportunities for <sup>or advisory services</sup> ~~vendors~~ in this decade. Now, if you need market research of any kind on software, you can come to a single source to get it: INPUT.

### RESEARCH SOFTWARE PROGRAM SERVICE ~~AVAILABLE~~ NOW

INPUT has ~~just~~ developed a flexible <sup>Advisory service</sup> ~~subscription program~~ for companies that need to forecast software requirements, analyze competition and address the challenges of the ~~fast~~ <sup>fastest</sup> changing software marketplace. The Software Program ~~Research~~ <sup>Service</sup> is designed to allow you to choose the specific reports and services that will help you answer the software questions crucial to your business success.

The ~~Full Subscription Program~~ <sup>Bold or italic</sup> includes client support services, your choice of six reports from a set of reports that analyze vendor, user, and customer service software issues, and profiles on the ~~top 20~~ <sup>100</sup> software vendors.

INPUT also offers an ~~Entry-Level Subscription Program~~ <sup>Entry-Level</sup> to clients whose research and planning requirements are minimal: a choice of four reports, without the Hotline and staff inquiry privileges, at an entry-level price.

### CLIENT SUPPORT SERVICES

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#### REPORT SERVICES

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Move to  
A



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Federal Software Products and Related Services  
Market

Forecasts software products and related services markets. Analyzes the impact of the emphasis OMB is placing on software products, as well as government wide trends in software certification.

Federal Professional Services Market

Forecasts the professional services market, including consulting, education, training, programming and analysis, operational support (facilities management), and additional areas.





Key Application Software Opportunities in Western Europe  
This report examines the area of key growth and profit potential, looks at the marketing strategies adopted by both equipment manufacturers and independent vendors and provides insights into user attitudes, needs and requirements.

Fifth-Generation Software Engineering in Western Europe  
This report examines the key opportunities in the areas of advanced languages, data base systems and the overall development environment. The dynamics and evolutionary trends in the competitive environment, together with analyses of leading products and vendors are examined.

EDI Software Analysis, 1988-1993

Evaluates the directions and prospects of EDI software providers. User needs, market alliances, and directions toward integration with cash, manufacturing, inventory, and transportation management software are discussed. Forecasts are provided.

EDI Software Company Profiles - Update

Describes the functionality of specific EDI products, including those supporting purchasing/logistics, insurance, and other applications. Market share information bases on revenues and number of customer, competitive positions, and wins and losses are reported.

VENDOR PROFILES

Profiles of ~~key~~ Public and Private Software Vendors include:

- General information (company name, address, telephone, chief executive's name, public/private, employees, revenues)
- Summary of company origin, merger/acquisition history, events impacting company growth
- Financial data, where available
- Revenue distribution by delivery mode
- Employee and organization data
- Key products and services
- Industry markets served
- Geographic markets served

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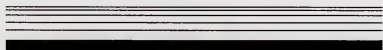
# PROGRAM DESCRIPTION

Services Offered	FULL SERVICE	ENTRY-LEVEL SERVICE
<p>Client Support</p> <ul style="list-style-type: none"> <li>• Hotline "Inquiry" Service</li> <li>• Access to INPUT Consultants</li> <li>• On-site Visit</li> <li>• Attendance to Client Conference at reduced fee</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>} not included</p> <p>✓</p>
Report Service	Choice of 6 Reports	Choice of 4 Reports
Vendor Profiles	✓	✓



# INPUT®

Software Product Program





Should this be OEM? OMB

Analyzes the impact of the emphasis that OEMs are placing

# Software Product Program

## SOFTWARE OPPORTUNITY

The software product market is the fastest-growing market in the information services industry. It poses some of the most challenging planning questions to corporate information systems management, and it offers one of the biggest revenue opportunities for software vendors in this decade. The Software Product Program has been developed for companies that need to forecast software requirements, analyze competition, and address the challenges of the fast-changing software marketplace.

## VENDOR PROFILES

Profiles of key public and private software vendors include:

- General information (company name, address, telephone, chief executive's name, public/private, employees, revenues)
- Summary of company origin, merger/acquisition history, events impacting company growth
- Financial data, when available
- Revenue distribution by delivery mode
- Employee and organization data
- Key products and services
- Industry and geographic markets served

## MARKET ANALYSIS REPORTS

Each report contains market forecasts for 1989-1994, overall and by market component. Where appropriate, industry sector and cross-industry market forecasts are included with corresponding trend analysis. Market forces, trends, and issues are analyzed.

**Applications Software Products and Turnkey Systems** - Markets are forecast by target platform. Lease/purchase, maintenance, support, and pricing issues are analyzed.

**System Software Products** - Markets are forecast by target platform. Pricing, distribution, and marketing issues are analyzed.

## ISSUE STUDIES

**Application Solutions Buying Process** - Approaches being used by buyers to identify, select, and acquire applications solutions (software products, turnkey systems, processing services, etc.) are researched for this report.

**Software Computer-Assisted Systems Engineering (CASE)** - This report analyzes the market, looks at issues and trends, and provides insight and recommendations on how to participate in this ever-changing market.

**Personal Computer Software Products Markets, 1989-1994** - Forecasts are provided by type of software, target platform, and distribution channel. The impact of networked systems, minicomputers, market saturation, new pricing strategies, and other key factors are analyzed.

**UNIX and UNIX-related Product Markets, 1989-1994** - The plans of software product developers and major expenditures for the use of UNIX are analyzed. Strategies of vendors such as IBM, DEC, Sun Microsystems, and AT&T are considered, and market forecasts are provided by type of product.

**Federal Software Products and Related Services Market** - Forecasts software products and related services market. Analyzes the impact of the emphasis OMB is placing on software products, as well as government-wide trends in software certification.

**SAA—Impact on the Industry** - Examines the progress of the SAA development efforts and provides insight into the potential challenges/successes and expectations.

**Data Base Systems Developments** - Experiences with, and plans for the use of relational and distributed DBMS are evaluated in terms of applications use, functions affected, organization units using them, and results of their use.

**Software Maintenance and Support** - Examines vendor strategies for pricing and delivery; forecasts trends in this fast-changing market.





## CLIENT SUPPORT

### Access to INPUT Consultants

Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

### "Hotline" Inquiry Service

The "Hotline" Inquiry Service provides fulfillment of short-term research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

### On-Site Visit

An INPUT consultant presents research results and industry analyses at your site. Your issues and interests are discussed together with industry trends.

### Client Conference

This annual conference enables you to be updated on key strategic industry trends and developments, as well as to meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

## RELATED SERVICES

### Custom Research and Consulting

Projects analyze information systems opportunities, user needs, user satisfaction, competitive environment, acquisition targets, etc.

### Consultant Presentations

INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

## PROGRAM DESCRIPTION

MARKET ANALYSIS REPORTS
<ul style="list-style-type: none"> <li>• Applications Software Products and Turnkey Systems</li> <li>• System Software Products</li> </ul>
ISSUE STUDIES
<ul style="list-style-type: none"> <li>• Application Solutions Buying Process</li> <li>• Computer-Assisted Systems Engineering (CASE) <i>Software</i></li> <li>• Personal Computer Software Products Market</li> <li>• UNIX and UNIX-related Product Markets</li> <li>• Federal Software Products and Related Services Market</li> <li>• SAA—Impact on the Industry</li> <li>• Data Base Systems Developments</li> <li>• Software Maintenance and Support</li> </ul>
VENDOR PROFILES
<ul style="list-style-type: none"> <li>• Software Vendors                             <ul style="list-style-type: none"> <li>- Application Software Products</li> <li>- System Software Products</li> </ul> </li> </ul>
CLIENT SUPPORT
<ul style="list-style-type: none"> <li>• Access to INPUT Consultants</li> <li>• "Hotline" Inquiry Service</li> <li>• On-Site Visit</li> <li>• Client Conference</li> </ul>



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